

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>360056</b>
	Alt Order #:	06860220
	Product Desc:	SHELLEY BERKLEY
	Estimate:	
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	10/01/12 / 10/01/12
	Order Type:	GENERAL

**KTNV - Las Vegas**

Primary AE:	Anjanette Brady
Sales Office:	PPH
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Shorr, Johnson, Magnus</b>
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut St.
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley/D/Senate
	Demographic:	A35+
	Product Codes:	PL Other
	Priority:	P-03
	Revenue Codes:	AGY-TRANS, POL CAND, CAND

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:10:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	34	\$16,825.00	\$14,301.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$16,825.00	\$14,301.25	0.00
<b>Totals</b>	<b>34</b>	<b>\$16,825.00</b>	<b>\$14,301.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KTNV - Las Vegas	22%	\$16,825.00
Market	100%	\$76,477.27

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$24,472.73
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	20%	\$15,295.45
KTUD	0%	\$0.00
KVMY	0%	\$0.00
KVVU	25%	\$19,119.32
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$764.77

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	10/02/12	10/05/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	-TWTF--	:30	8	\$325.00	P-03	0.00	NM	8	\$2,600.00

**KTNV - Las Vegas**

Order / Rev: 360056  
 Alt Order #: 06860220  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley/D/Senate  
 Product Desc: SHELLEY BERKLEY  
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	KTNV	10/07/12	10/07/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a	-----S	:30	2	\$275.00	P-03	0.00	NM	2	\$550.00
8A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					2	\$275.00		0.00			
14	KTNV	10/06/12	10/06/12	Sat 8a Sat 8a-9a	CM	Sat 8a-9a	-----S-	:30	1	\$275.00	P-03	0.00	NM	1	\$275.00
8A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$275.00		0.00			
													Totals	34	\$16,825.00